

# BC FOOD & WINE RADIO with ANTHONY GISMONDI

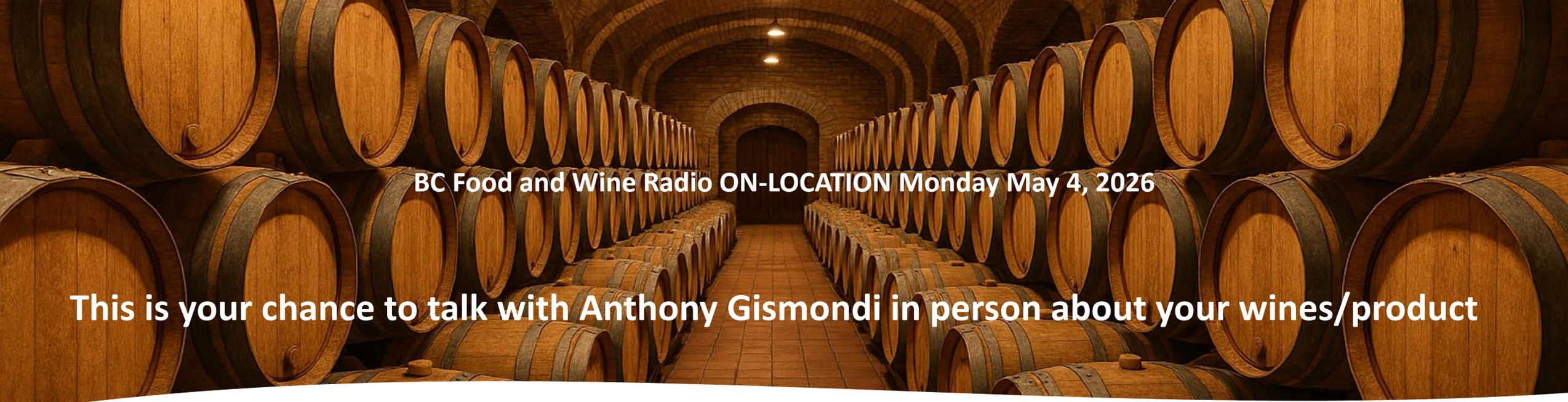


A weekly audience reach of over 220,000 on the BC Food and Wine Radio Network. Played weekly in 20 BC cities, and on demand and archived as a podcast on Spotify, Apple, Soundcloud, iHeart radio and all top platforms.

**Anthony Gismondi** a Canadian wine journalist and one of North America's most influential voices in wine. For over 30 years, he has been the wine columnist for The Vancouver Sun. The twice-weekly column distributed across Canada through Postmedia Network to millions of readers. Anthony launched Gismondionwine.com in 1997, attracting one million users a month from 114 countries. It continues to be a valuable resource of full tasting notes and intelligent wine stories and videos for the wine trade and consumers.

**VISTA**  Radio





BC Food and Wine Radio ON-LOCATION Monday May 4, 2026

This is your chance to talk with Anthony Gismondi in person about your wines/product



A Unique Partnership with Visit Penticton and BC Food and Wine Radio





**BC Food and Wine Radio ON-LOCATION Monday May 4, 2026 at the Penticton Visitors Centre**

Two shows will be recorded on May 4 at the Penticton Visitor Centre & Gift Shop (888 Westminster Ave W).

Your investment, thanks to the support of Travel Penticton, is just \$400. The regular cost to participate in the show would be \$1500; however, Travel Penticton is subsidizing the remaining cost for our members for this great opportunity.

If this opportunity aligns with your brand, we encourage you to reach out and let us know you're interested. Participating businesses will be selected based on best fit for the show and overall story alignment.

Please contact [paige.schulz@visitpenticton.com](mailto:paige.schulz@visitpenticton.com) for more information and to express your interest in participating in these shows.



**BC Food and Wine Radio ON-LOCATION Monday May 4, 2026 at the Penticton Visitors Centre**

BC Food and Wine Radio with Anthony Gismondi is Canada's undisputed leader in telling unique and engaging stories weekly about the food and wine experience. Anthony is Canada's most respected wine critic and influencer.

Our weekly Radio Network covers a vast range of markets from Southern Vancouver Island, to the Lower Mainland as well as full coverage of the Province including all of BC's wine county.

Our Podcast gets the message out weekly to a worldwide fan base

Very simply we have relationships that engage with a who's who of British Columbia and worldwide brands. This is a rare opportunity as our partnerships are long term with BC's top wineries, hotels and resorts

We would greatly value adding your Business to our list of top-level featured brands



**BC FOOD & WINE RADIO** delivers extensive coverage of British Columbia with our network of radio stations

Each week we can be heard in:

Victoria ~ Vancouver ~ Lower Mainland ~ Sooke  
Lanford ~ Cowichan Valley ~ Duncan ~ Nanaimo  
Saanich ~ Oak Bay ~ Gulf Islands ~ Princeton ~  
Osoyoos ~ Oliver ~ OK Falls ~ Kaleden ~  
Similkameen ~ Penticton ~ Summerland ~  
Peachland ~ Naramata Bench ~ Kelowna ~  
Kamloops ~ Merritt ~ Lake Country Vernon ~  
BC North ~ BC Northwest ~ BC Peace



91.5 Summit ~ Salmon Arm  
106.1 Summit ~ Revelstoke  
106.3 Summit ~ Golden  
98.5 Summit ~ Summerland  
800AM Summit ~ Penticton  
Summit 1240 ~ Osoyoos  
95.7 Summit ~ Trail  
106.9 Summit ~ Nelson  
102.3 Summit ~ Fort Nelson  
97.7 Summit ~ Kitimat  
590 Summit ~ Terrace



99.1 CoastFM ~ Prince Rupert



89.7 SUN FM ~ Duncan



AM 1150 ~ Kelowna



Local · News · Now

610 AM ~ Kamloops



1070 CFAx ~ Victoria



## Podcast, Streaming and Social Media:

The Podcast is updated each week and is available on demand on Spotify, Apple, Google, Soundcloud, iHeart radio and many more. Our podcast listeners are considered “super-listeners” as they are food and wine lovers interested in learning more. The podcast listenership is worldwide with listeners in Canada, the United States, United Kingdom, Germany, Singapore, Mexico, Japan, Belgium, Spain and Turkey and others.

The podcast has strong listenership across the province of British Columbia with the strongest listenership, noted (in order) Vancouver, Kelowna, Penticton, across Vancouver Island and also significant interest in Calgary Alberta. Note that the podcast is archived on our podcast page so listeners may return and listen to the show after its original airing.



Social Media: Facebook [FB](#) Our current followers on Facebook is listed as 1800 followers.

Instagram [IG](#) Our current followers on Instagram is listed as 2275 followers.

Social Media: [BCFWR on X](#) Our current followers on X is listed as 2456 followers.

My**KelownaLakeCountry**Now

My**FortNelson**Now.com

My**Shuswap**Now.com

My**RogersPass**Now.com

My**Terrace**Now.com

My**Summerland**Now.com



VISTA digital portals provide 24/7 access to timely, trusted, and hyper-local content, keeping our audiences informed, engaged, and connected. Appearing on Shows Pages.



My**PrinceRupert**Now.com

My**Kitimat**Now.com

My**Osoyoos**Now.com

My**Penticton**Now.com

MY**COWICHANVALLEY**NOW

My**Kootenay**Now.com

My**Nelson**Now.com

